



Voluntary Report - public distribution

Date: 6/20/2002

GAIN Report #CO2015

Colombia

Wine

Promotion of Premium Californian Wines

2002

Approved by:

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U.S. Embassy

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Report Highlights:

Post organized a tele-conference to promote the entrance of premium Californian wine to the Colombian market.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Bogota [CO1], CO

The offices of Foreign Agricultural Affairs (FAS) and Foreign Commercial Service (FCS) in Bogotá organized a wine tasting event at the U.S. Embassy Multipurpose Room on May 30, 2002. Following the wine tasting, both FAS and FCS held a reception for the tasting invitees, the U.S. Ambassador and Embassy office heads. The purpose of the reception was to allow invitees to taste more of their favorite wines, and interact with each other in a more relaxed atmosphere.

The Buenavista and Haywood wineries presentation was done by wine maker Judy Matulich-Weitz via satellite from California from 2:30 to 3:25 p.m. The Wente winery presentation was done by Marc Bourreli, Area Export Manager for the Caribbean and Latin America from Ft. Lauderdale, FL from 4:00 to 4:30 p.m. The wineries participated with the following wines:

Buenavista: California Sauvignon Blanc 2000
California Zinfandel 2000
California Cabernet Sauvignon 1999
Carneros Pinot Noir 1999
Carneros Cabernet Sauvignon 1999

Haywood: Chardonnay 1999
Merlot 2000
Haywood Cabernet Sauvignon

Wente: San Francisco Bay Sauvignon Blanc 2000
San Francisco Bay Chardonnay 2000
San Francisco Bay Cabernet Sauvignon 1999

Among the twenty five companies invited, there were representatives from the two largest supermarket chains in Colombia, six representatives from hotels, restaurants and clubs, and eight large wine and liquor importers and distributors. Three journalist covered the event. An add and a photo of the event appeared in El Tiempo newspaper (main Colombian daily) on June 4, 2002. Also a local TV channel, City TV, registered the event in their daily program "Mujeres en Linea " on June 6, 2002 at 12:30 p.m.

The office of the Agricultural Attaché received a total of 82 bottles from the three different wineries. 45 bottles were used in the tasting and reception and the remaining 37 were given to Mauricio Bermúdez, Haywood and Buenavista local importer for use in promotion activities.

People were well impressed with the quality of the wines and the wine tasting. Exito (supermarkets) are seriously interested in the Wente wines, so the Agricultural Attaché's office will follow up to see if they reach an agreement with the Wente winery. The Exito contacts are:

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